



Broadcast Technology

Career Cluster	Arts, A/V Technology, Communications
Course Code	11103
Prerequisite(s)	None
Credit	.5 to 1 Credit
Program of Study and Sequence	Introduction to Arts, A/V Technology & Communications – Level I pathway course – Broadcast Technology – Level III pathway course
Student Organization	Skills USA
Coordinating Work-Based Learning	Guest speakers, project-based learning, community outreach, internships, field trips, and industry partnerships
Industry Certifications	None
Dual Credit or Dual Enrollment	None
Teacher Certification	Arts AV Technology & Communications Cluster Endorsement; Journalism & Broadcasting Pathway Endorsement; *K12 Classroom Technology; *Multimedia; *K12 Educational Technology
Resources	

Course Description:

Broadcast Technology explores the ever-changing world of television, radio, entertainment, and commercial video performance. Students gain valuable insight into the careers of broadcast journalism in news, sports, and entertainment. Students will gain industry experience by writing scripts, filming, editing, and producing original performances. Students will work in collaborative teams to produce video projects using relevant A/V equipment and editing software. Special emphasis is placed on creativity, writing, and the editing process.

Program of Study Application

This is a second level pathway course in the Arts, A/V Technology and Communications Career Cluster, Printing Technology/Journalism & Broadcasting; Telecommunications/A-V Technology and Film; and Performing Arts pathways. It is preceded by the Introduction to Arts, A/V Technology, and Communications cluster class. It may be followed up with any pathway level 3 or 4 class or a Capstone Experience.

Course Standards**BT 1 Explore career opportunities, copyright laws, ethics, and safety in the broadcast field**

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Level 3 Strategic Thinking	BT 1.1 Analyze and evaluate various careers in the broadcast field Examples: <ul style="list-style-type: none"> • Television • Radio • Media 	<ul style="list-style-type: none"> • SD MY LIFE (www.sdmylife.com) • National Association of Broadcasters (www.nab.org) • SD Broadcasters Association (www.sdba.org)
Level 2 Skill/Concept	BT 1.2 Distinguish broadcast journalism copyright laws and ethics Examples: <ul style="list-style-type: none"> • Distinguish basic copyright laws and ethics as they relate to broadcast technology productions • Examine ethical and legal issues relating to broadcast journalism • Compare copywriting procedures for production 	<ul style="list-style-type: none"> • Broadcast Legal and Ethics (http://cybercollege.com/tvp067.htm) • Copyright laws (http://www.copyright.gov/title17/) • Teaching Copyright (https://www.teachingcopyright.org/curriculum/hs)

Level 1 Recall	<p>BT 1.3 Identify safety concerns and soft skills in the field of broadcast journalism</p> <p>Examples:</p> <ul style="list-style-type: none">• Proper handling of broadcast equipment• Time management• Effective communication (written and verbal)• Read and understand contracts• Effective and appropriate interactions with employers and audience	<ul style="list-style-type: none">• TV Studio Safety Procedures (http://class.csueastbay.edu/tvstudio/safety_guide.pdf)• Reading Guide for Contracts (http://cashmoneylife.com/read-sign-understand-contract/)
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BT 2 Demonstrate proper use and terminology of broadcast equipment

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Level 2 Skill/Concept	BT 2.1 Summarize broadcast equipment and terminology <ul style="list-style-type: none"> • Video Camera • Audio Equipment • Lighting • Green Screen • Computer equipment • Editing Software • A/V Accessories 	<ul style="list-style-type: none"> • Video Production 101 Course http://video101course.com/ • JEA Digital Media Guide to Broadcast/Video http://www.jeadigitalmedia.org/guide-to-broadcast-video/
Level 2: Skill/Concept	BT 2.2 Execute proper use of broadcast equipment <ul style="list-style-type: none"> • Set-up equipment correctly • Maintain equipment • Troubleshoot technical issues • Properly take down and store equipment 	<ul style="list-style-type: none"> • How to set up equipment and studio (https://www.youtube.com/watch?v=Gx4NT5PrZj8)

Notes

BT 3 Create original broadcast performances

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Level 4 Extended Thinking	BT 3.1 Produce media project using broadcasting tools and terminology <ul style="list-style-type: none"> • Sports Broadcast • News Segment • Public Service Announcement • Commercial • Radio Broadcast • Game Show 	<ul style="list-style-type: none"> • 10 Ideas for Classroom Video Projects http://educationaltechnology.ca/couros/2127 • 20 Video Project Ideas http://ditchthattextbook.com/2014/02/06/20-video-project-ideas-to-engage-students/ • Media Resources http://www.mediacollege.com

Level 4 Extended Thinking	BT 3.2 Analyze and evaluate students' broadcasts <ul style="list-style-type: none">• Self-evaluation of media project• Group evaluation of media project	<ul style="list-style-type: none">• Radio Broadcast Rubric http://www.lk.stevens.wednet.edu/cms/lib03/WA01001468/Centricity/Domain/98/Radio%20Broadcast%20Rubric.doc
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BT 4 Compare and contrast professional broadcasts

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Level 3 Strategic Thinking	BT 4.1 Evaluate professional broadcasts	<ul style="list-style-type: none"> Radio Broadcast Rubric http://www.lk.stevens.wednet.edu/cms/lib03/WA01001468/Centricity/Domain/98/Radio%20Broadcast%20Rubric.doc

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